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Alkali soluble thickeners are disclosed which comprise a reaction product of (A) an unsaturated carboxylic acid monomer, (B) a monoethylenically unsaturated monomer different from monomer (A), and (C) a hydrophobic, alkoxyated macromonomer polymerizable with monomers (A) and (B). The monoethylenically unsaturated monomer different from monomer (A) comprises a methyl group, preferably is an acrylate and more preferably is methyl acrylate. The polymers disclosed solubilize at a pH of from about 4.5 to 6.0, thereby rendering the polymers particularly suitable for use in cosmetic compositions.